

WAP, NOW, Native Americans Protest Racist/Sexually Violent Video Games

Kristen Reilly

On Thursday, October 14th, American Indian Community House of New York City, NOW New York, and other groups joined WAP in protesting pornographic home video games that feature women as objects/targets for male sexual aggression and violence. Over 200 protesters picketed from 5:30 to 7:30 PM in front of the New York Hilton, where American Multiple Industries (AMI) was showing the games to the trade at the National Music, Sound, and Video Show.

One of the games, Custer's Revenge, shows a blond naked male figure with an erection running across the desert amidst flying arrows towards a red-skinned naked female figure, dark haired with feather. If he avoids the arrows he rapes the Indian woman as a reward. Michael A. Bush, Executive Director of American Indian Community House said, "As American Indians, we are vehemently opposed to the exploitative use of our race for the titillation of the public. We see this disgusting video game for what it truly is, a sexist, racist, sadistic expression, the sole purpose of which is to fill the pockets of its

creators and promoters."

The company (AMI) prefers to think of the victory act as one "between two consenting video images," thereby brazenly denying the brutal reality of U.S. Cavalry rape of Indian women as documented by historians. WAP spokeswoman Robin Quinn said, "Custer's Revenge not only says that rape is a legitimate form of revenge, but also that rape is a legitimate form of entertainment."

Protestors, men and women alike, carried signs denouncing rape, racism, sexual and racist exploitation, pornography, and profiteering, shouting chants against sexual violence and exploitation as they marched. At times shouts gave way to a Native American song, reminding onlookers of a culture's struggle to survive and preserve its tradition. Of the Native American groups, many protestors wore traditional regalia, and several women and men carried or wheeled babies in the circular picket line; one man kept up in his wheel chair.

Denise D. Fuge, President of NOW, NY, stated that

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Custer's Revenge "uses new technology to exploit women and degrade the American Indian community, portrays rape as an erotic act, promotes the acceptability of raping certain groups of women, i.e. Indian women, and ignores the fact that rape is a weapon of war where male revenge is enacted upon women who are viewed as the property of their enemies."

As a new form of pornography, these home video games take the player out of the role of passive viewer into the active role of player in "games" of sexual aggression against women. They propel the male player a step closer to real-life violence against women as they foster in girls and women the vision of females as victims. These messages are particularly insidious when internalized by teenagers who are developing their self-images as men and women.

AMI plans to market five to six more "x-rated" games in January, 1983, and seven other companies are presently developing games for release during the next year. These games are expected to gross \$1 billion annually from the "adult" market.

To FIGHT BACK against x-rated video games, see the box on this page. □



Feminists and Native Americans demonstrate against Custer's Revenge and two other x-rated video games in front of the Hilton.

FIGHT BACK!

Check with your local video and record stores that sell video cassettes or games, and either write or protest in person. Write to:

- ▶ Mr. Peter Nelson, Public Relations
Atari Video Systems
1196 Borregas
Sunnyvale, CA 94086
- ▶ Mr. Ernest Arms
Director of Public Relations
Sears Tower
10 S. Canal
Chicago, IL 60684
- ▶ Mr. Stuart Kesten, President
American Multiple Industries
8911 Nordhoff Street
Northridge, CA 91234

Photos: Betty Lane